

Emma Pasour

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Education

Appalachian State University

Boone, N.C.

Bachelor's of Science in Journalism with focuses in English and media

Experience

Marketing Coordinator

Davidson College, Davidson N.C.

October 2022 - Present

- Oversee all digital presence, including social media and website
- Photographer and videographer for events and media
- Create, plan and host marketing events for the Dining Services Department
- Develop promotional videos for social media and the websites

Marketing Assistant

The Schiele Museum of Natural History, Gastonia, N.C.

December 2021 - October 2022

- Composed press releases and contacted news outlets with promotional material
- Assisted the Director of Development with fundraising campaigns
- Created graphics for social media and website content
- Videographer and photographer for events and promotions
- Analyzed website and social media statistics for growth

Marketing & Advancement Intern

The Schiele Museum of Natural History, Gastonia, N.C.

May 2021 - December 2021

- Drove social media platforms with up-to-date information and visitor engagement
- Handled all social media platforms
- Created event advertisements
- Provided quick customer service to inquiries online
- Assisted the Director of Development with fundraising campaigns

Skills & Interests

- Adobe cc. 2023
- Microsoft Office Suite 2023
- Google Suite
- Photography and Videography
- WordPress, Joomla, Google Sites, Drupal, Wix Sites
- Journalistic Writing
- Hootsuite, Constant Contact, Facebook MetaBusiness

Achievements

- Raised following growth of Davidson College Dining Services' Instagram platform by over 25 percent yearly
- Raised following growth of The Schiele Museum of Natural History's Instagram platform by 3 percent monthly